Lecture 6. - MC 209 - Shobha Das (City University).

Key term - Globalization.
- Localization.
- National Identity.
- Hybridity.

---

3 Central Questions.

- Nature of changes around us today.
  (modernity,
  Late modernity,
  Post-modernity).

- Impact of these changes on the structure of our political and social lives.

- Role of the communication technologies in these changes.

Broadcasting - central

O' Shaughnessy - telegraph.

— John Cavanagh.

Globalisation.

Shrinking world. - cultural homogenization.
global village - Americanization.
Anihilation of time/space - coca-colonization.

etc...

Two faces of Globalization :-

① Emergence of 'Global' Culture

Spread of culture and political products & values ...

Arjun Appadurai

Ethnoscape -

Technoscape -

Financescape -

Mediascape -

Ideoscape -

Not purely driven by economies of scale

↓ political relationships can facilitate technology flow.

- fluidity of financial movements.

Mediascapes →

Fairly complex and large repertoires :-

mythical landscape - based on media representation

Ideoscape :- Concepts - ideologies :- Ce.g:- democracy, welfare state in ATTLES)

VIDEO.

Globalisation - isn't it even?

Localisation - Sense of Identity.
which goes against the globalisation process.

VIDEO-2- on Indian film
BBC 2.

Flexible model of culture
↓
- culture based on change.

Summing up:

1/. Communication technologies.

2/. Globalisation is uneven.

3/. Localization works with and against globalization

4/. National identity

5/. Transnational cultural contacts are creating hybrid cultures, as well as tension and friction.

- Appadurai
  - → Modernity at large → Fa
  - →